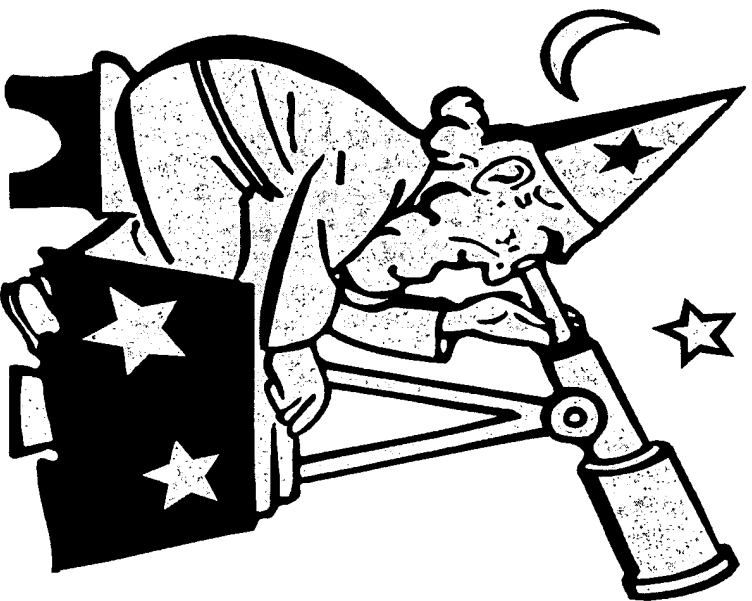


FREE HAND CREATED
Handset Independent
ANIMATED MESSAGING



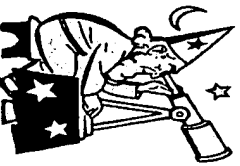
Handset Independency
From SMS to Free Hand
EMS

inspire • create • we express

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AGENDA

- ⌘ THE PROBLEM
- ⌘ OVERCOMING HANDSET DEPENDENCY
- ⌘ TECHNOLOGICAL SOLUTION
- ⌘ THE PRODUCT
- ⌘ FEATURES
- ⌘ THE MARKET



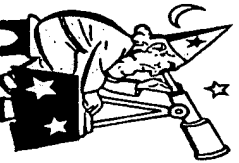
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THE PROBLEM

- ⌘ Handset dependent animated messaging
- ⌘ Handset Dependent EMS
- ⌘ Keying is difficult
- ⌘ There are more characters than easily accessed keys
- ⌘ Expensive free hand drawing solution
- ⌘ 3G and MMS are not there yet – EMS is!!
- ⌘ Some markets do not use Voice Messaging – e.g. China



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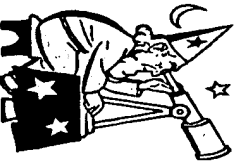
CONVERSE 

Overcoming Handsets Dependency

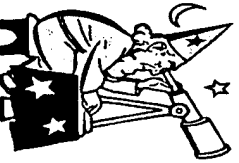
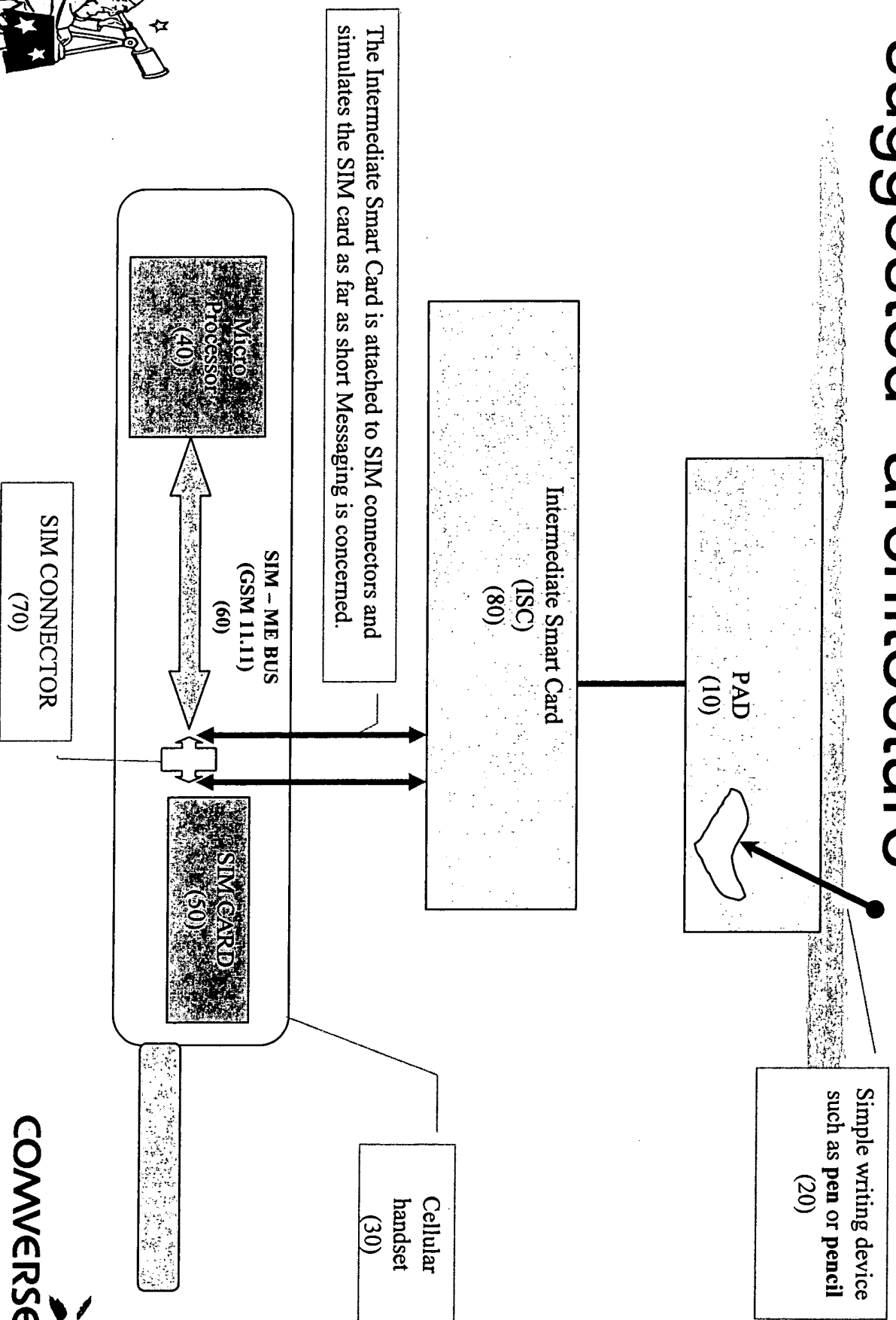
⌘ The SIM card and the access to it is standard in ALL GSM phones

⌘ There is a way of writing to & reading from SIM card memory which is dedicated to SMS – GSM 11.11

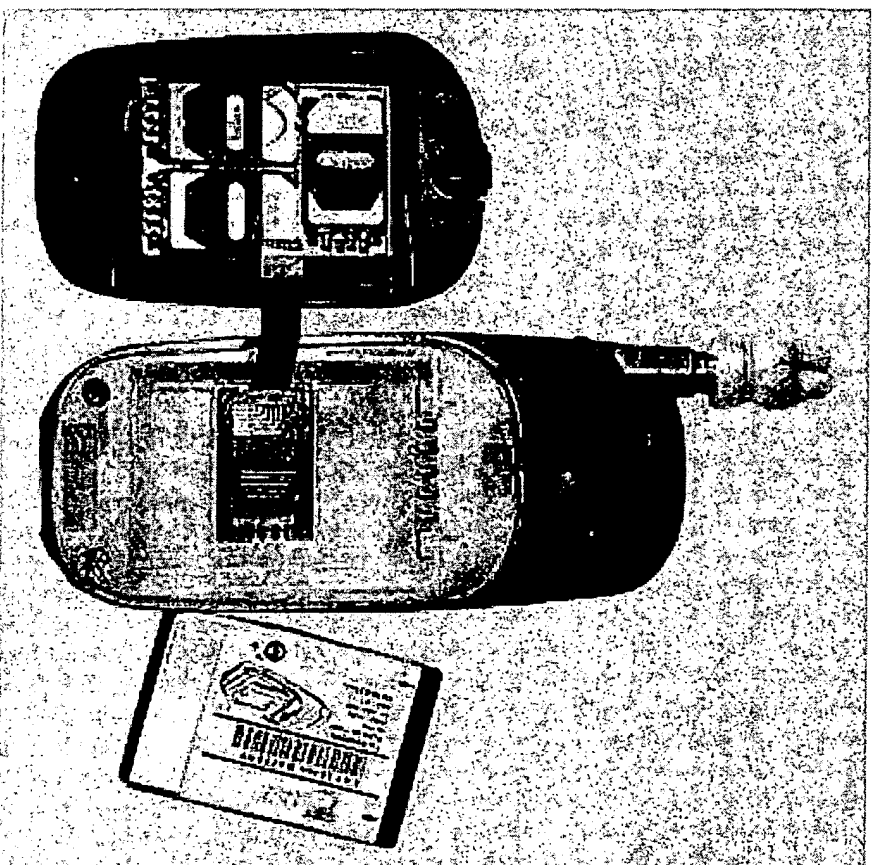
⌘ There is a way to emulate the SIM card to the handset Processor as far as SMS is concerned
– using the data bus between them



Handset side suggested architecture

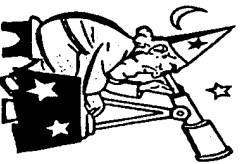


Interconnecting with the SIM card?



No
Worries,
this was
only for
multi SIM
switching
device...

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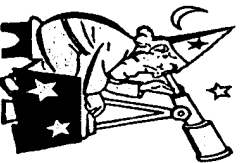
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The Product

⌘ Free Hand Drawn / Written
Messaging Server

*suitable for 2G technology and
further*



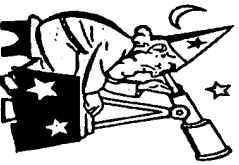
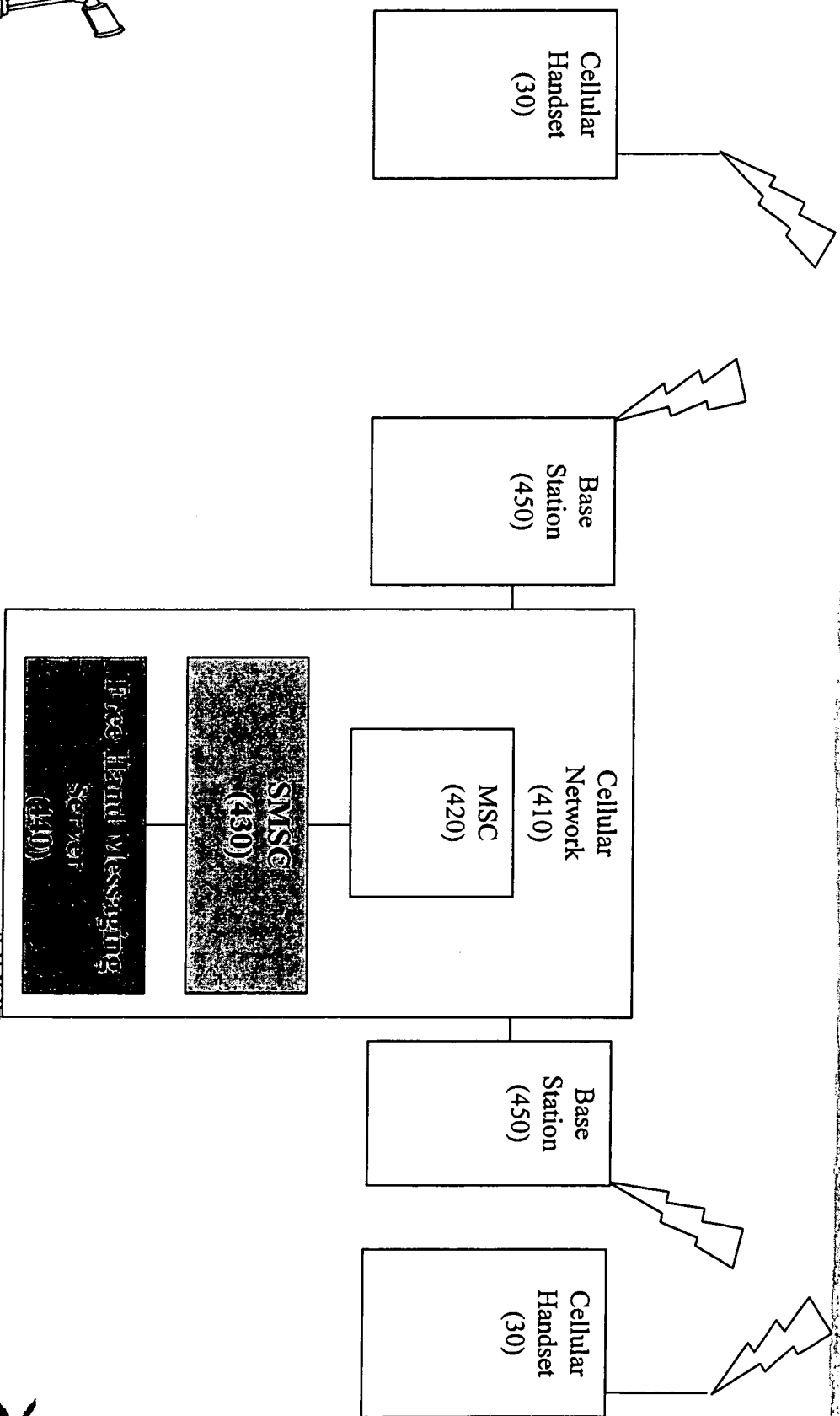
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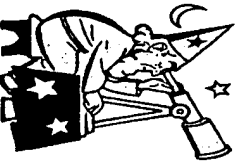
Cellular Network Interconnectivity

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FEATURES

- ⌘ Hand Written SMS
- ⌘ Text plus Animation in one SMS
- ⌘ Free Hand Animated Messaging
- ⌘ Multi-lingual SMS
- ⌘ Handset Independent Image Messaging
(as well as EMS)
- ⌘ A ready platform for future handset independent
media messaging – Picture Messaging



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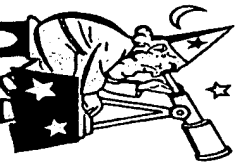
The Market

⌘ **SMS Users** – *Easy Keying*

⌘ **Far East GSM Users** – *Easy use of large
Characters Number*

⌘ **EMS Emerging Market**

⌘ **Future (3G) Pictures Messaging Market**



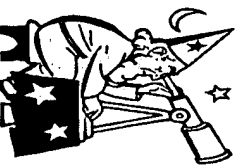
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SMS Messages per Month - Europe

Country	SMS Messages per Month 2000
Germany	300 M
Italy	200 M
Finland	100 M
UK	90 M
Norway	90 M
Sweden	90 M
Portugal	80 M
France	80 M
Spain	80 M
Denmark	65 M
Belgium	33 M
Greece	20 M



Based on Link2Mobile White Paper

GSM Market Asia Pacific

⌘ China

⌘ Philippines

⌘ Singapore

⌘ H.K

⌘ Taiwan



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